



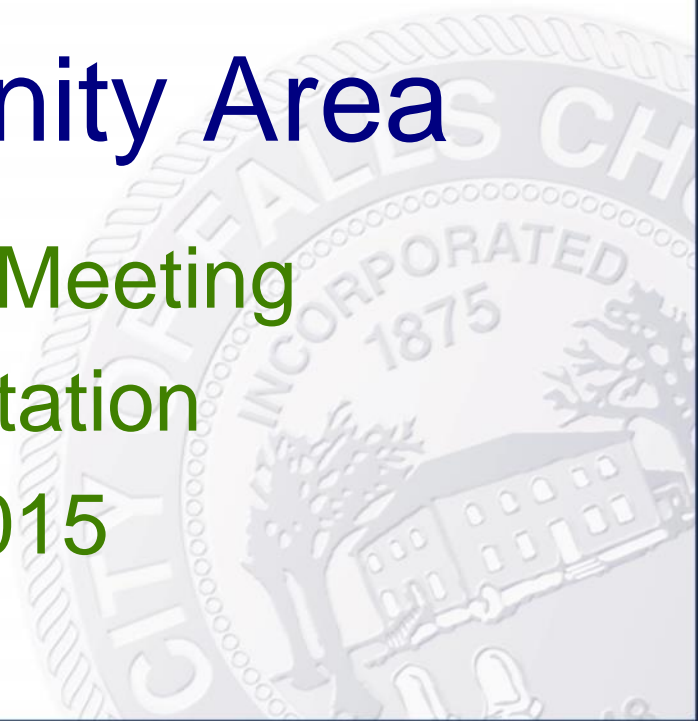
West Broad Street

Planning Opportunity Area

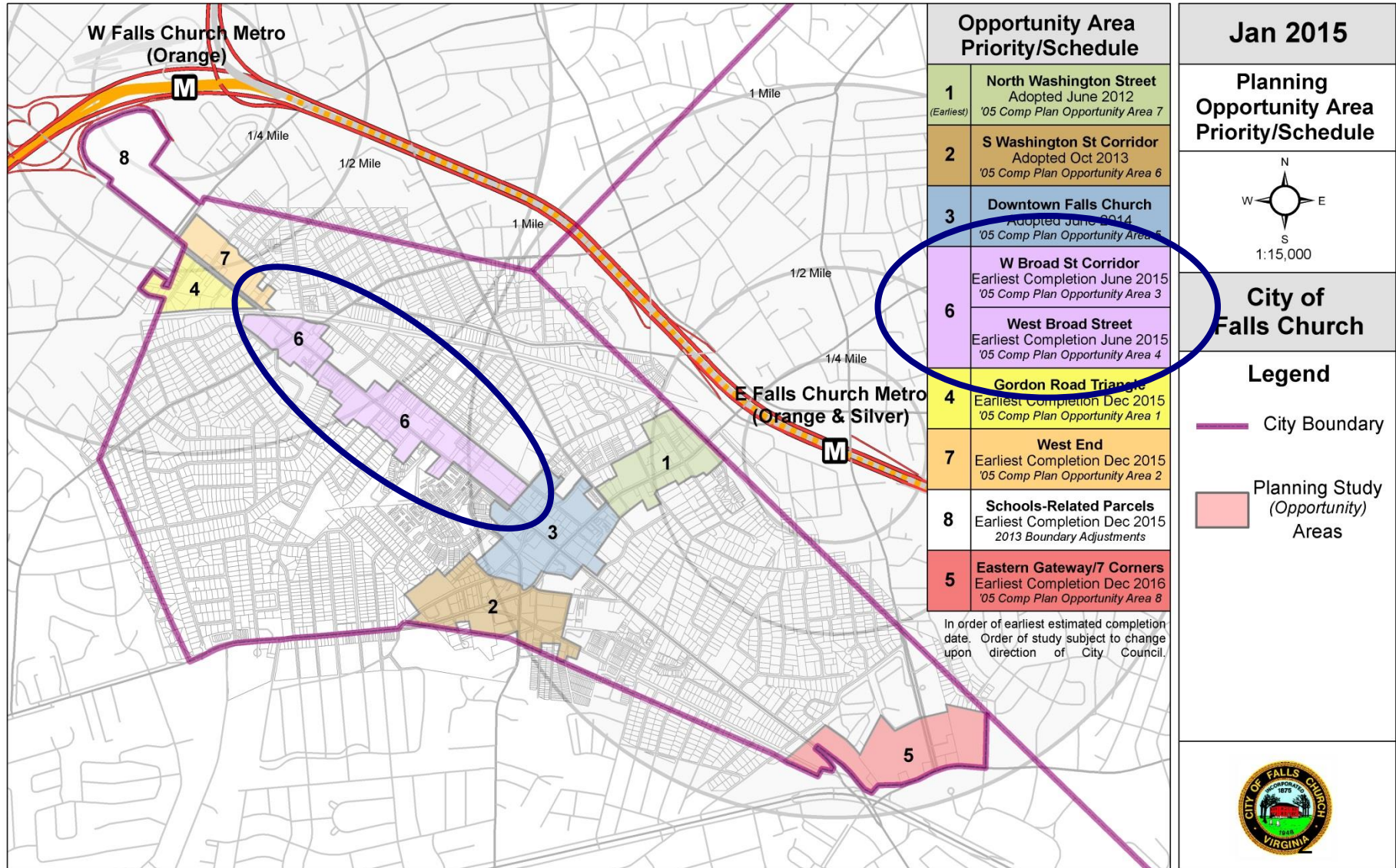
Second Community Meeting

Draft Plan Presentation

February 21, 2015



West Broad Street



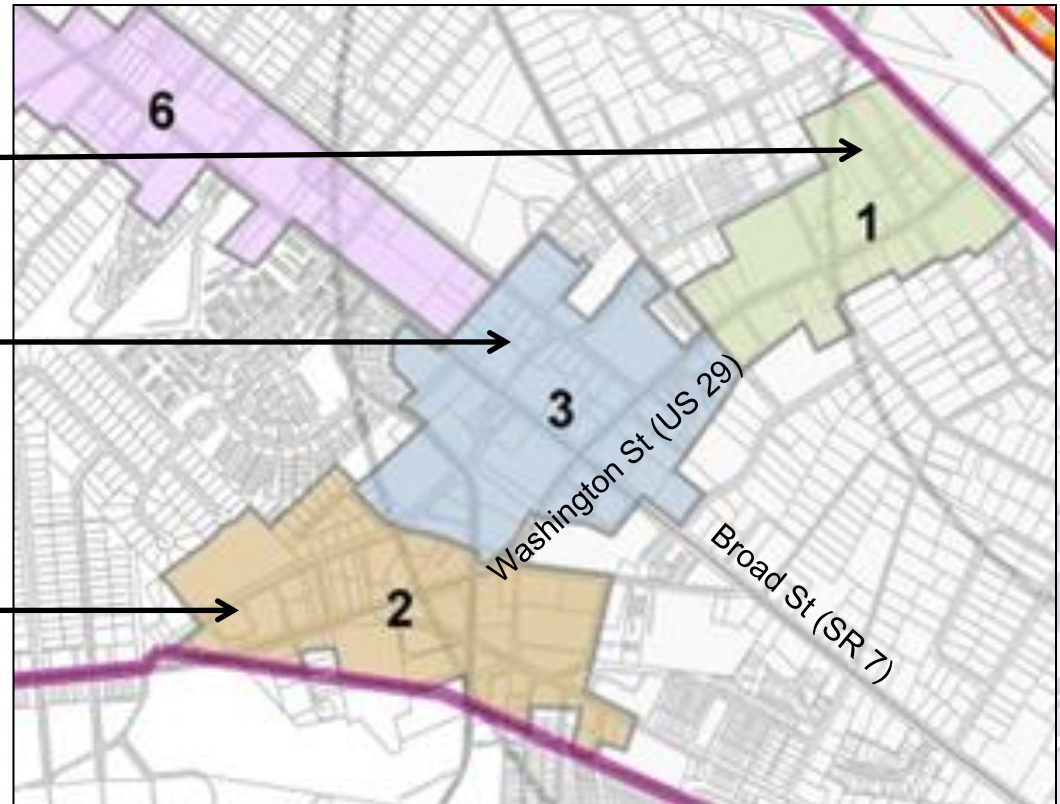
Other Small Area Plans

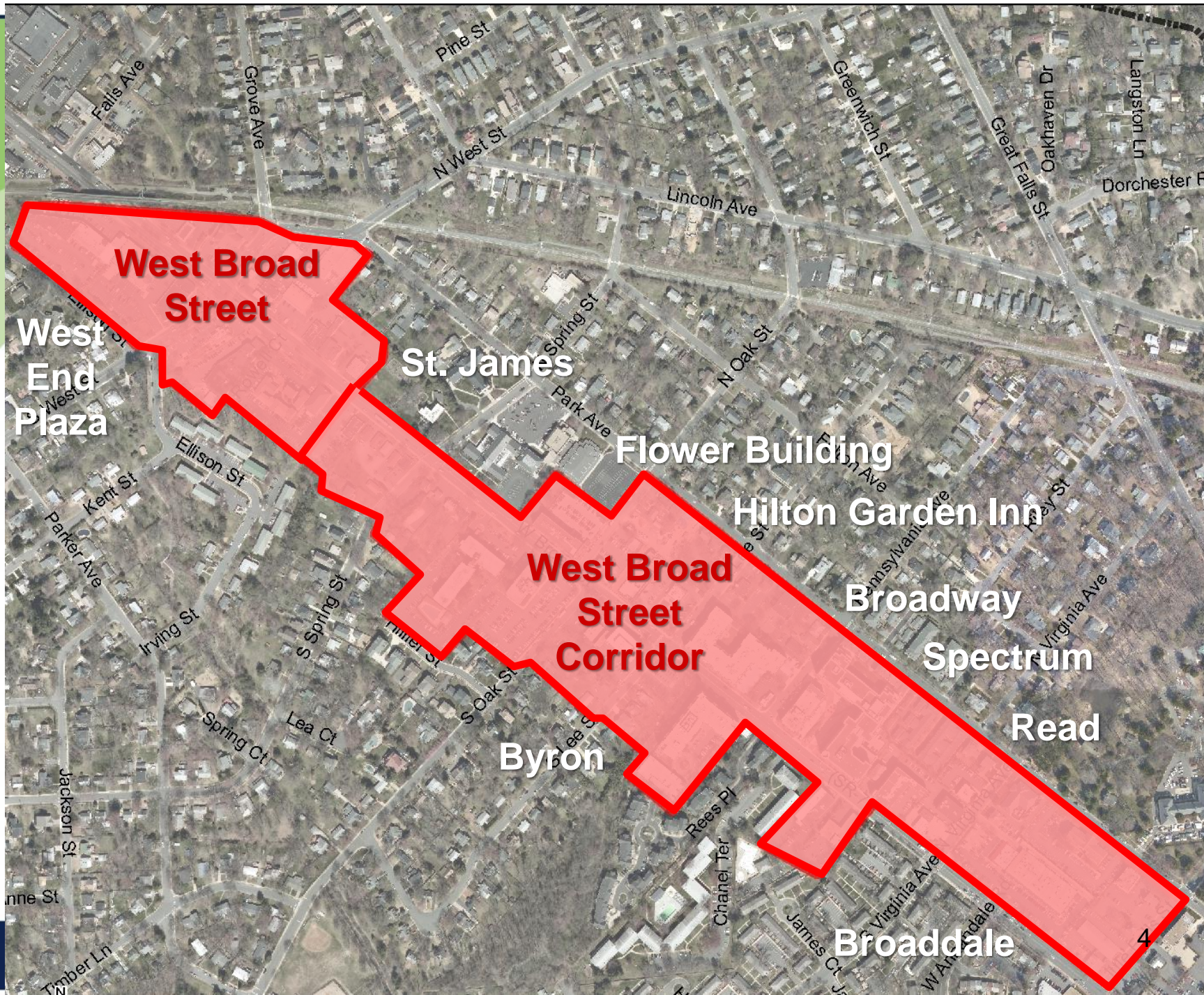
Completing the Washington Street Corridor

North Washington Street
Adopted in Summer 2012

Downtown
Adopted in Summer 2014

South Washington Street Corridor
Adopted in Fall 2013





Recent and Proposed Development

Broadway (2003)



Spectrum (2007)



Flower Building (2008)



Kensington (2017)



Completed Projects

Read (2006)



Byron (2007)



Hilton (2014)



Proposed Projects

Broad & West (2019)



Within W Broad St POA:

- 8 projects built since 1980
- 1 proposed
- 1 under construction

Development History


 West Broad Street POA

 Parcel

Development History


 Proposed

1 - Mason Row (2015)

 Approved or Under Construction

1 - The Kensington (2015)

2 - 301 W Broad St (2015)
In Downtown Falls Church POA

 Redeveloped since 1980

1 - Old Brick House Square (1988)

2 - The Broadway (2004)

3 - The Byron (2006)

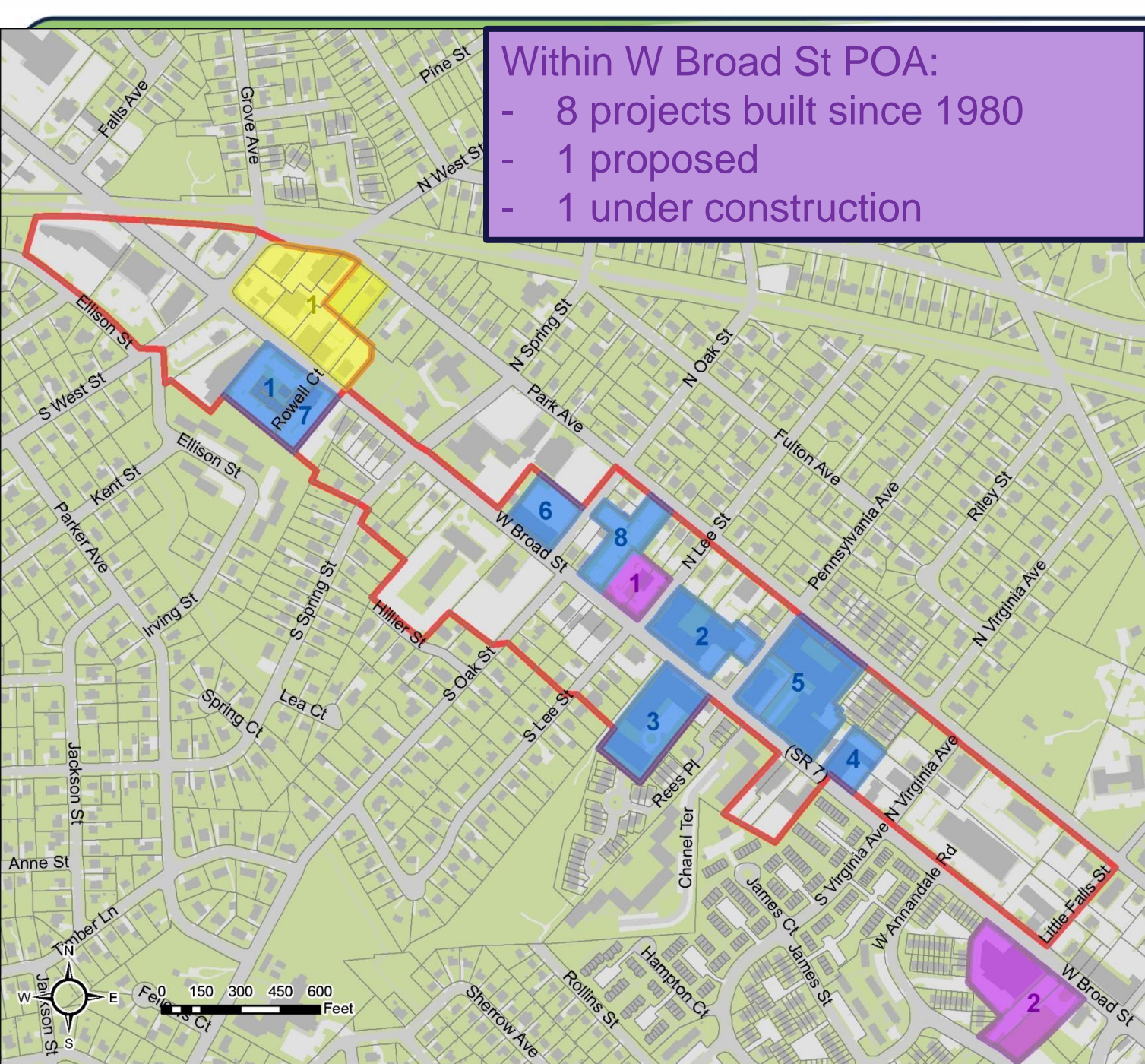
4 - The Read Building (2007)

5 - The Spectrum (2008)

6 - The Flower Building (2009)

7 - Dominion Jewelers (2013)

8 - Hilton Garden Inn (2014)



Within W Broad St POA:

- Approx. 21.5 acres has the potential for immediate redevelopment
- At 2.5 FAR this can hold over 2 million sqft of building space
- A net gain of over 650,000 sqft of building space in the POA

Redevelopment

 West Broad Street POA


 Parcel

Redevelopment

 Potential


 Proposed

1 - Mason Row (2015)

 Approved or Under Construction

1 - Kensington (2015)

2 - 301 W Broad St (2015)
In Downtown Falls Church POA

 Redeveloped since 2000

1 - The Broadway (2004)

2 - The Byron (2006)

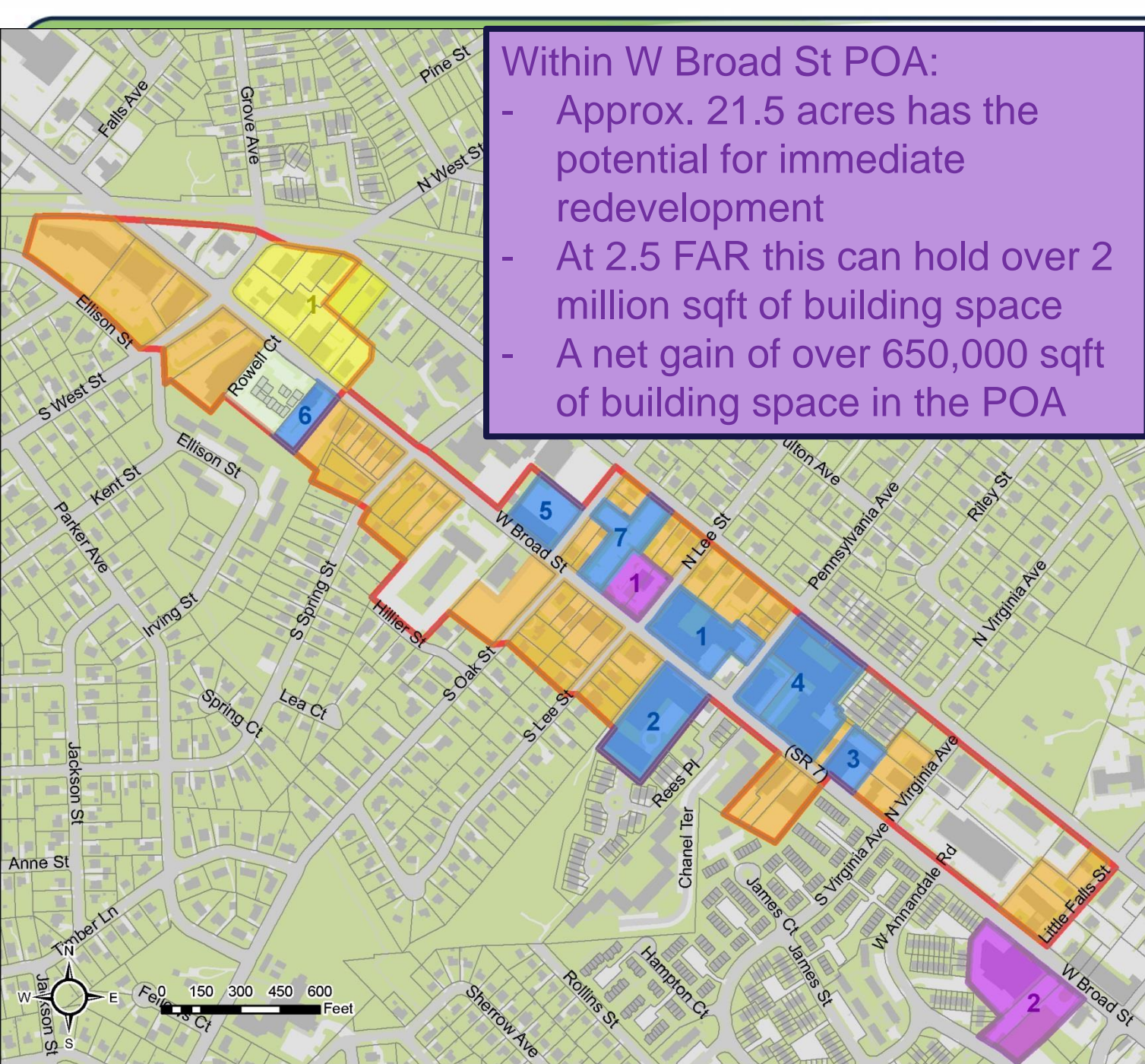
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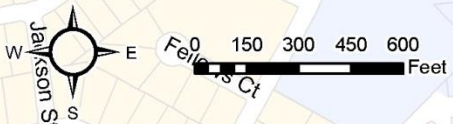
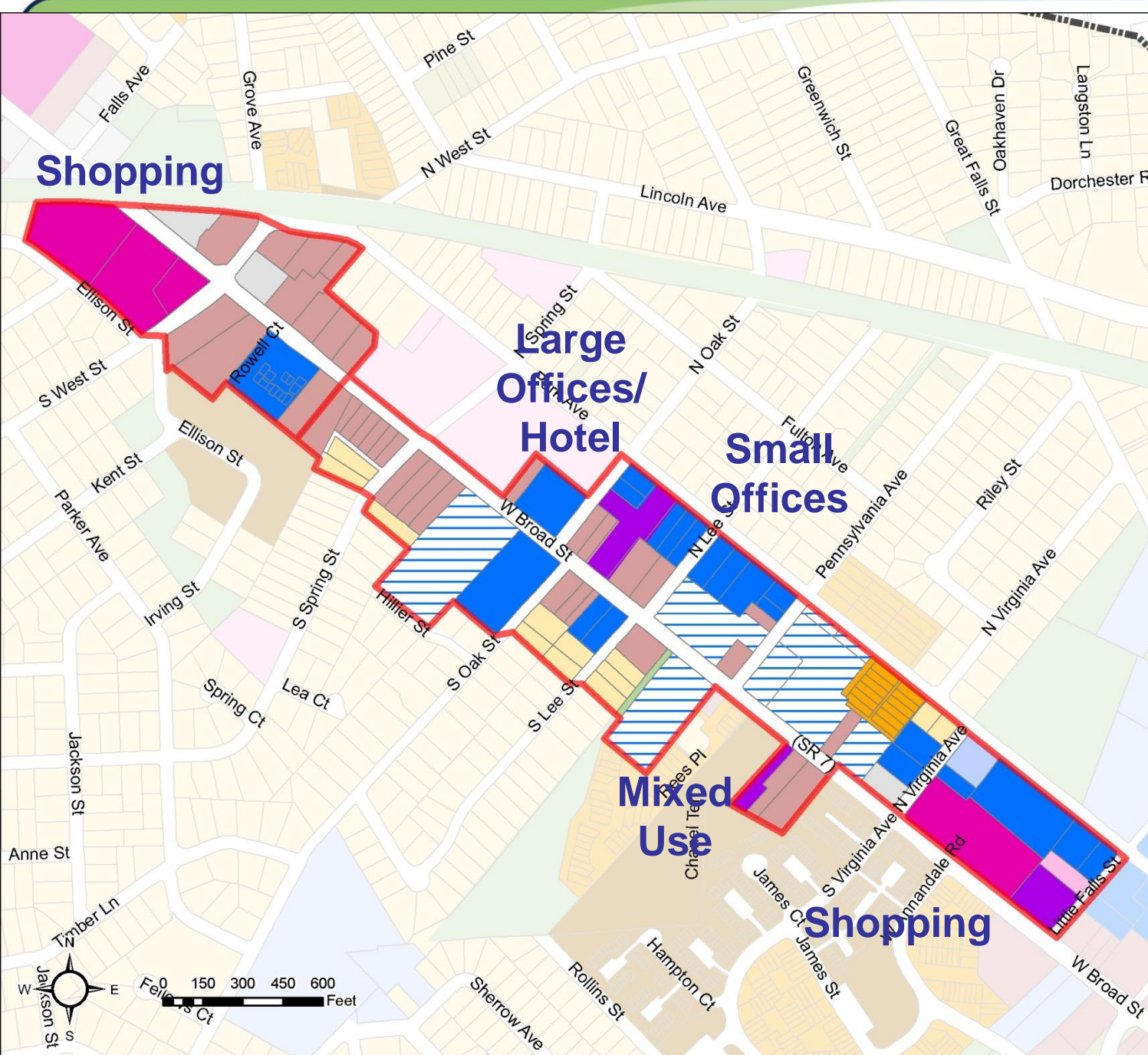


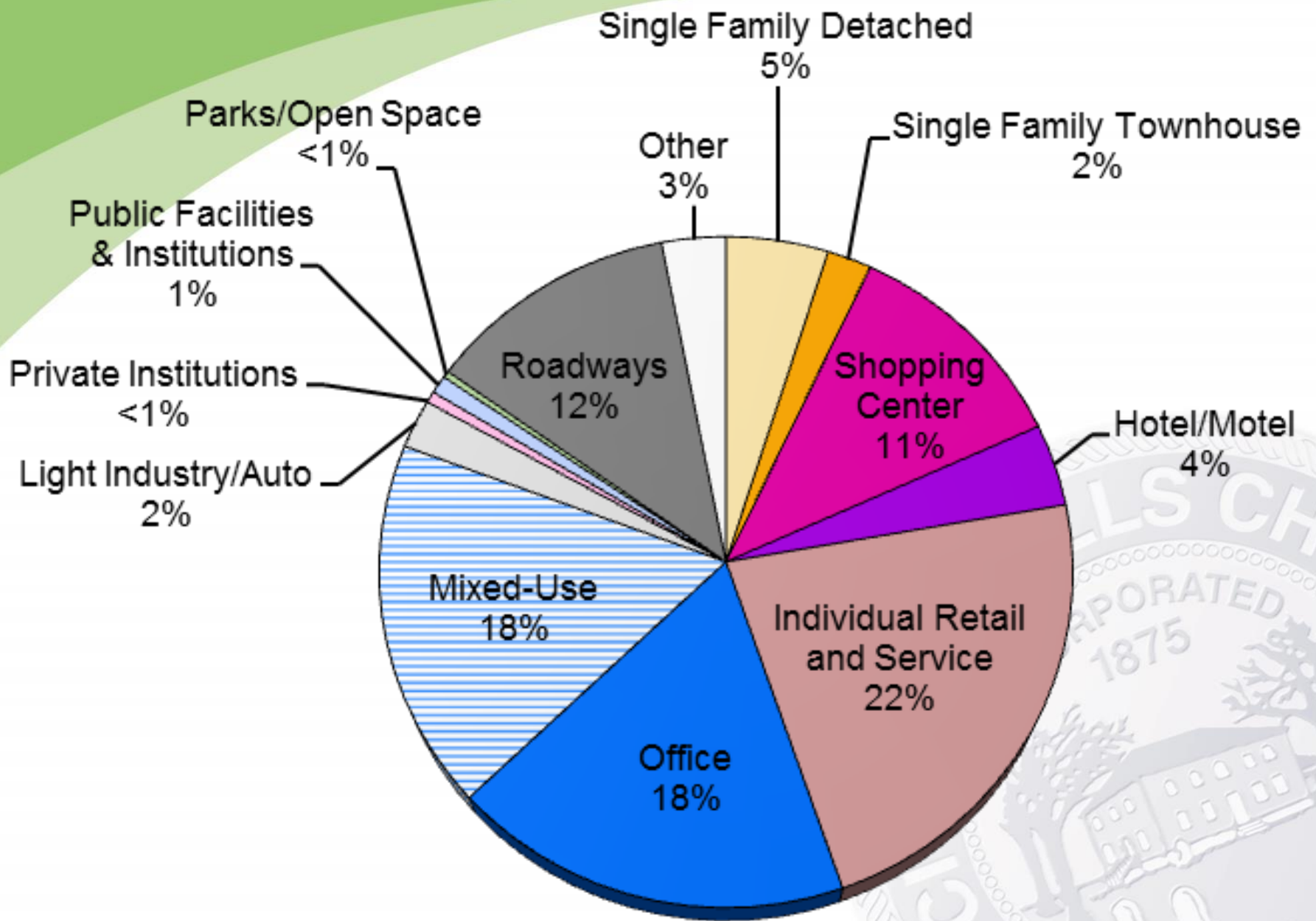
Existing Land Use

-  West Broad Street POA
-  Parcel

Existing Land Use



-  Hotel/Motel
-  Individual Retail/ Service
-  Light Industry/ Auto
-  Mixed-Use
-  Multi-Family Apt/ Condo Residence
-  Office
-  Parks/Open Space
-  Private Institution
-  Public Facility/Institution
-  Shopping Center
-  Single Family Detached Residence
-  Single Family TH Residential
-  Vacant















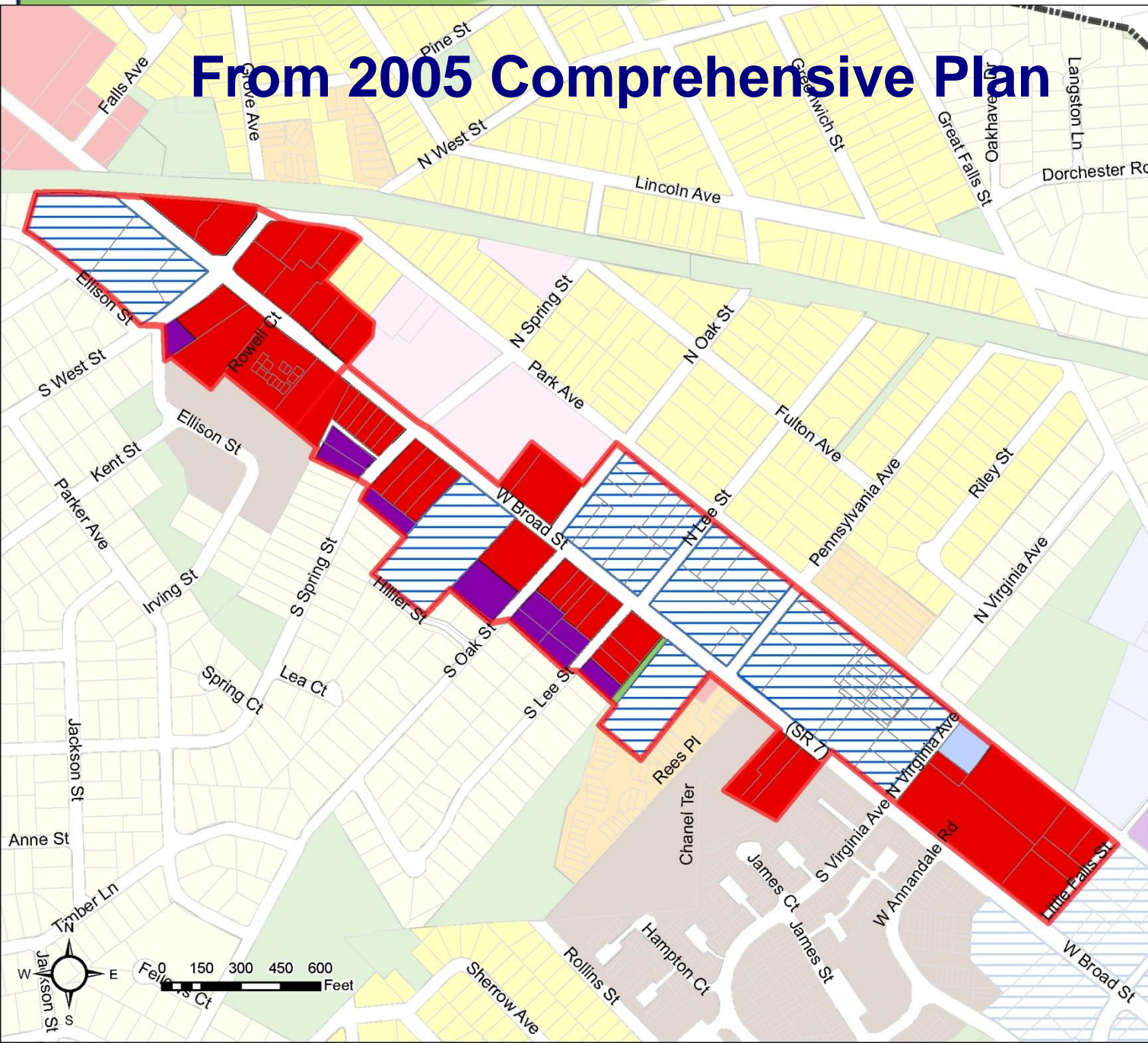
From 2005 Comprehensive Plan

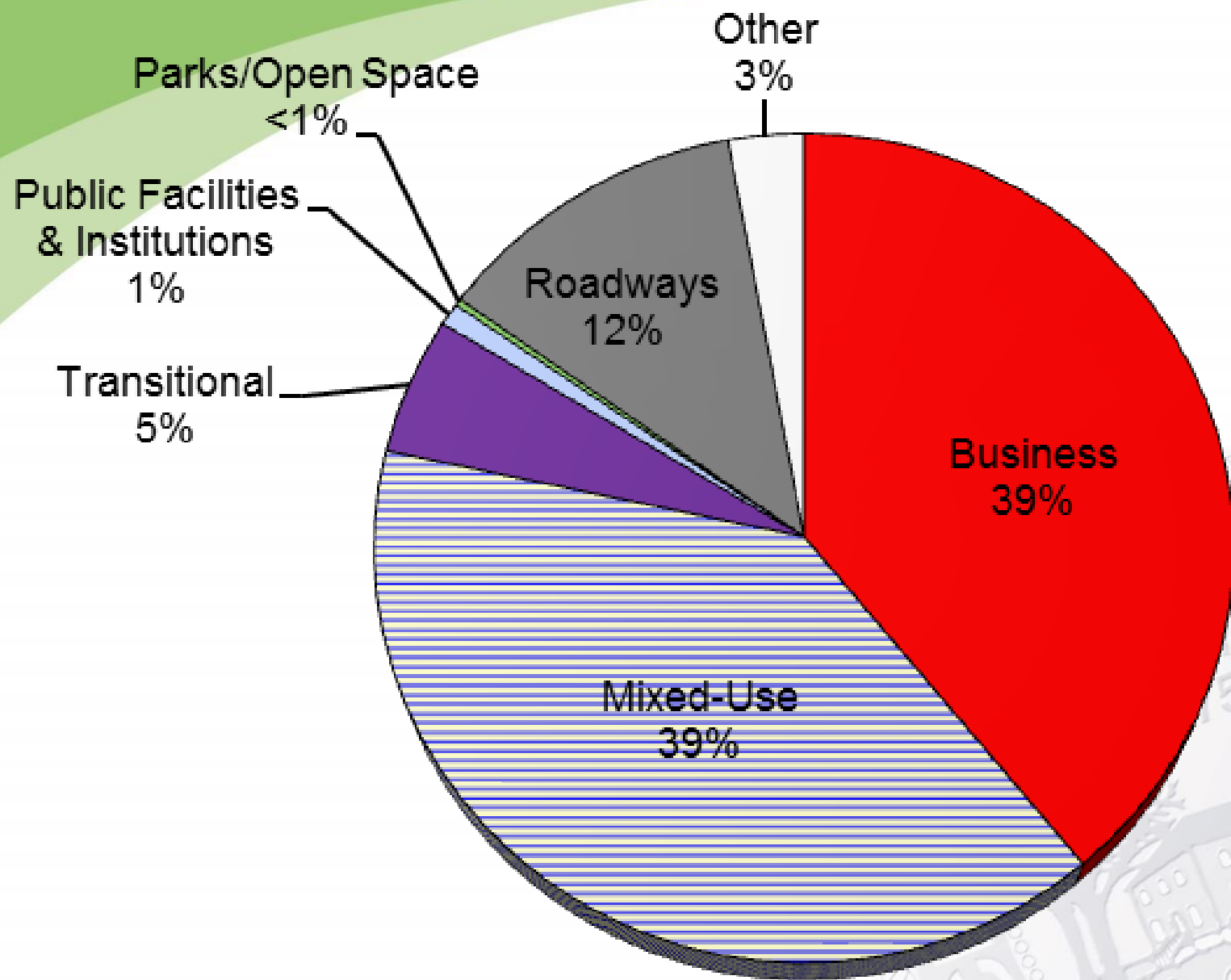
Future Land Use

-  West Broad Street POA
-  Parcel



Future Land Use Categories

-  Business
-  High Density Residential
-  Low Density Residential (4.0)
-  Low Density Residential (6.0)
-  Medium Density Residential
-  Mixed-Use
-  Park and Open Space
-  Private Institutions
-  Public Facilities and Institutions
-  Transitional




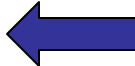

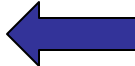
















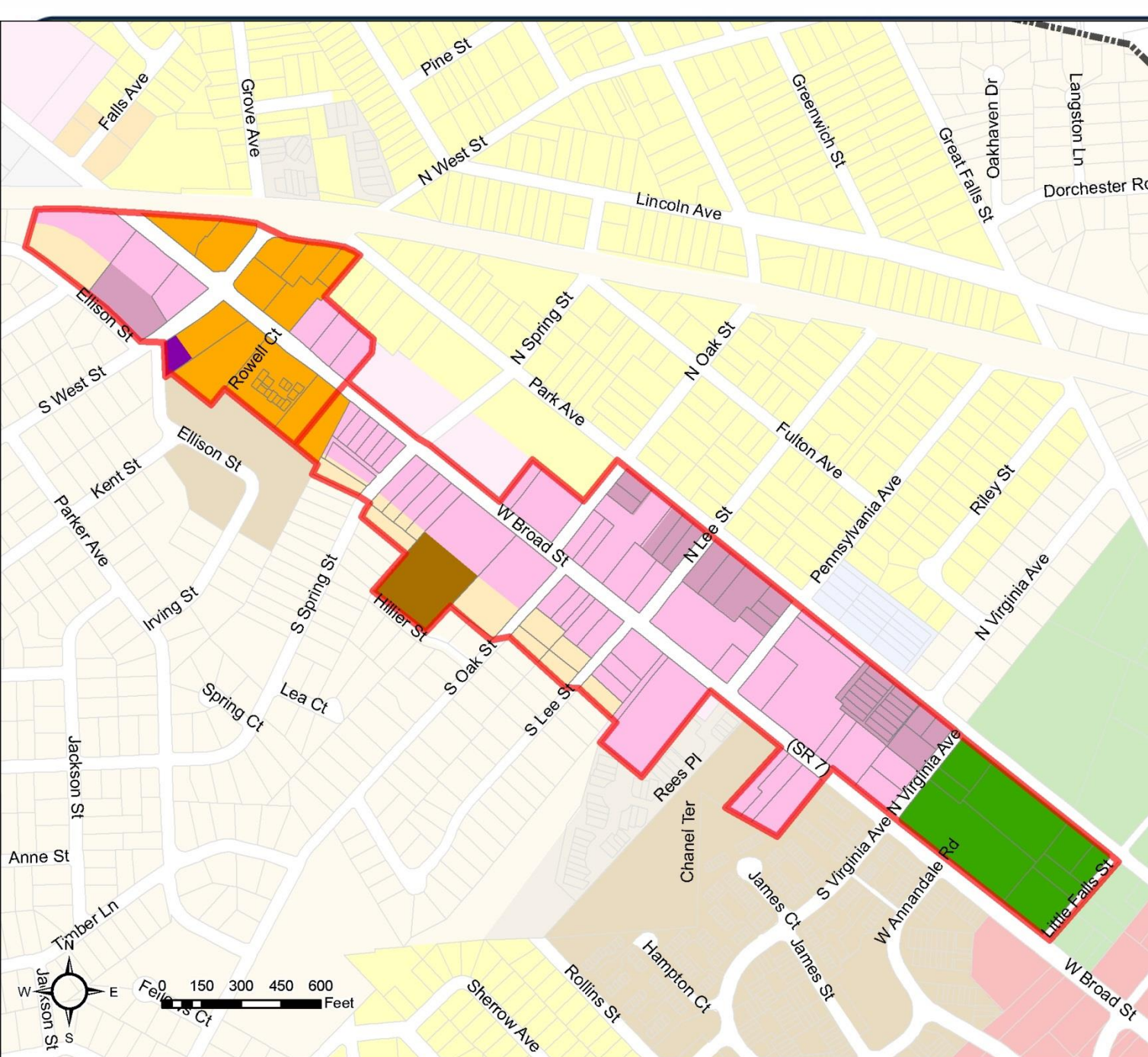


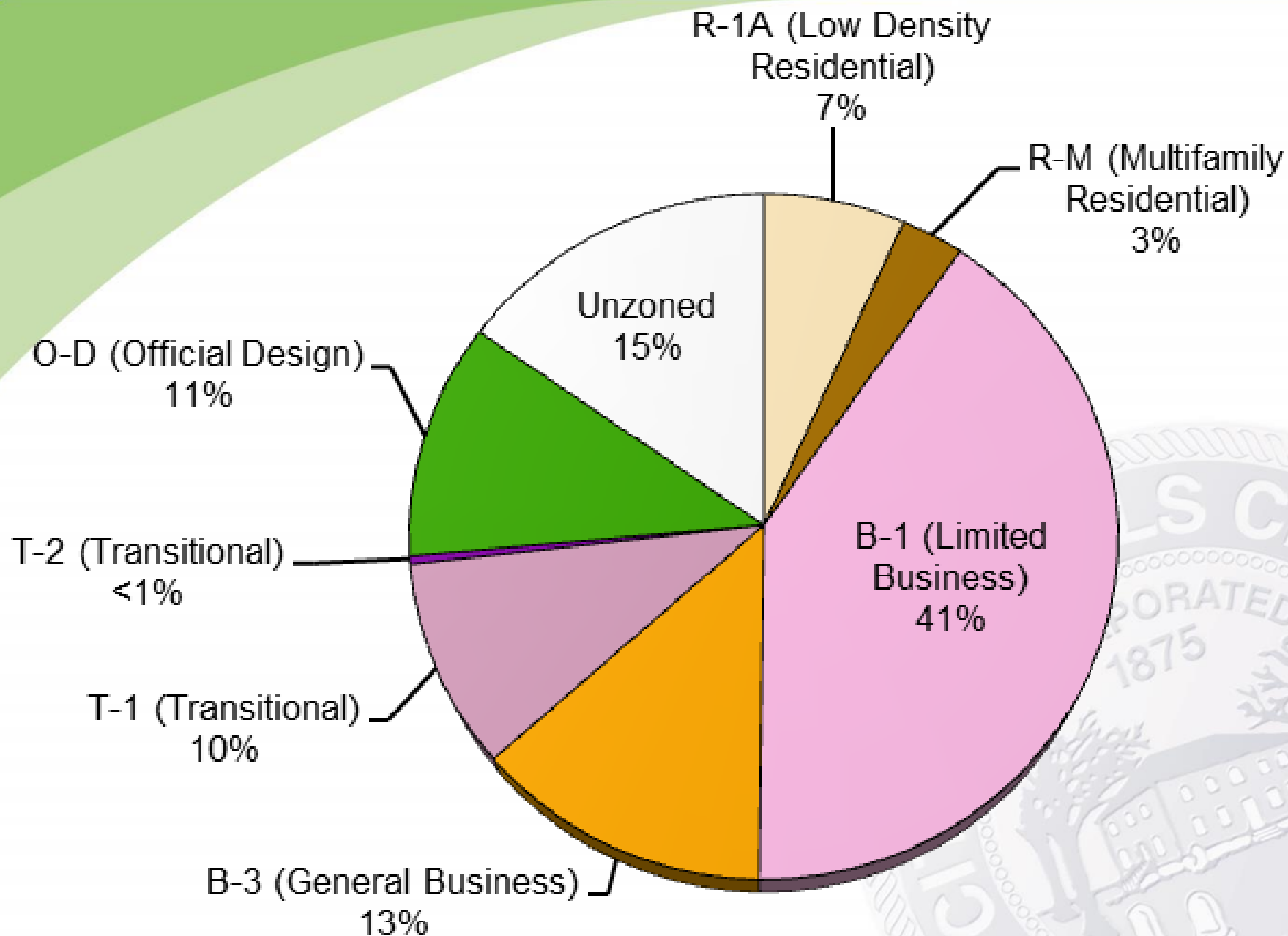
Existing Zoning

-  West Broad Street POA
-  Parcel

Zoning District

-  B-1 
-  B-2 
-  B-3 
-  C-D
-  M-1
-  O-D 
-  R-1A 
-  R-1B
-  R-C
-  R-M
-  R-TH
-  T-1 
-  T-2 






Many small parcels will need to be consolidated to provide space for larger-scale buildings

Parcels

 West Broad Street POA

 Parcel

 Potential for future parcel consolidation



Density and height will be highest along W Broad St and step back toward Park Ave and residential areas

Proposed Density

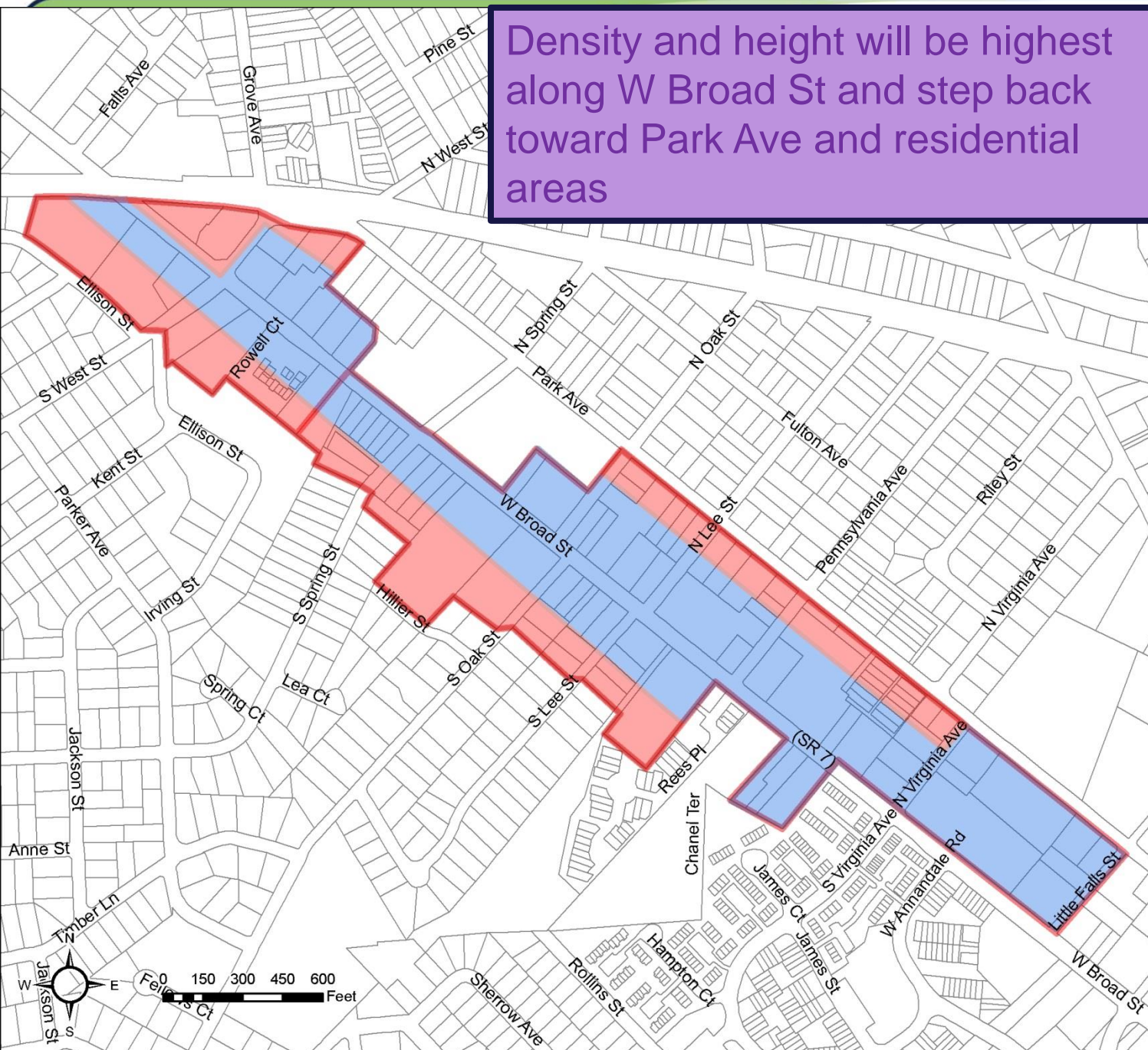
 West Broad Street POA

 Parcel

Proposed Density

 High

 Moderate



Retail

 West Broad Street POA

 Parcel

Retail Type

 Larger Scale

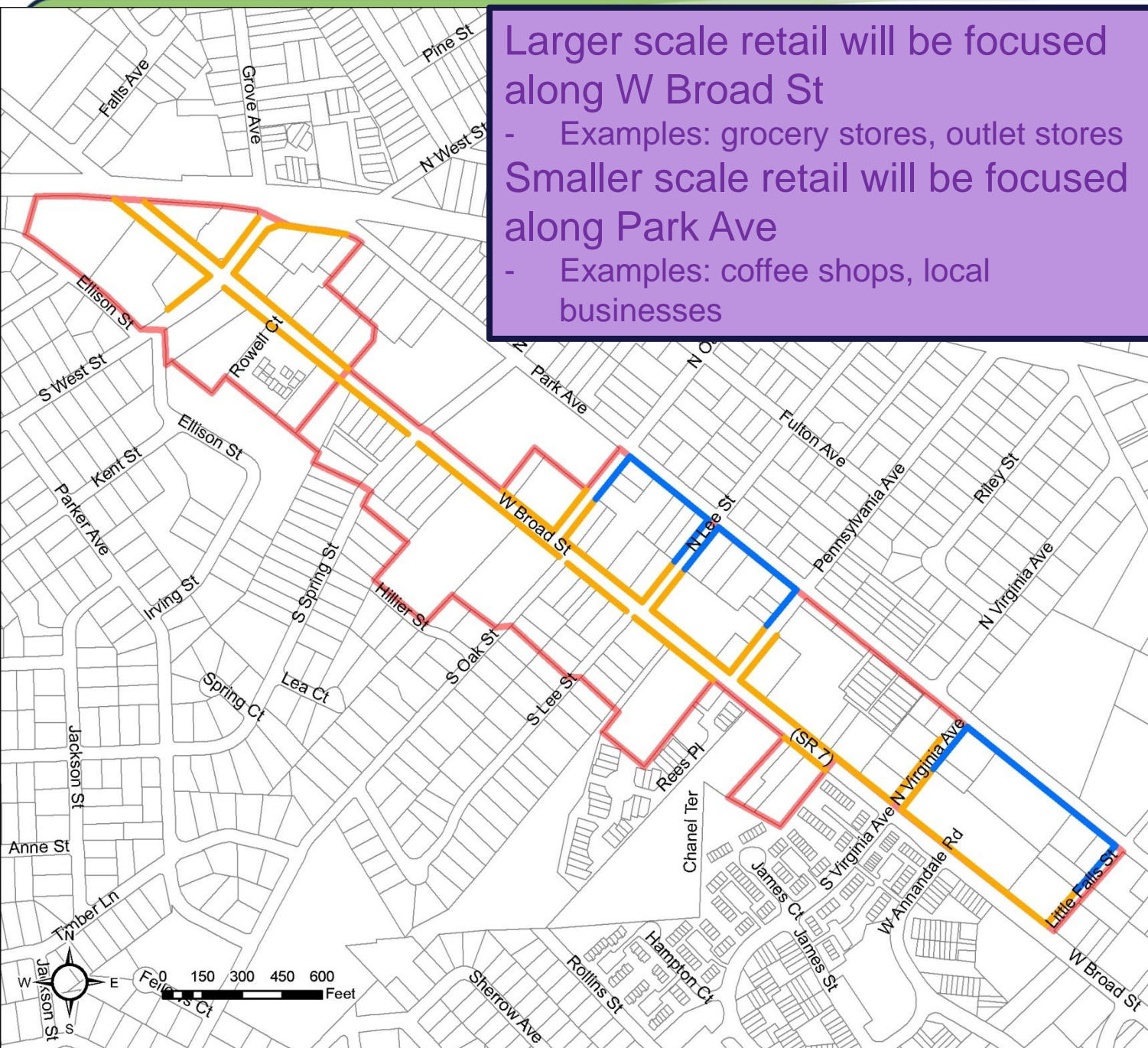
 Smaller Scale

Larger scale retail will be focused along W Broad St

- Examples: grocery stores, outlet stores

Smaller scale retail will be focused along Park Ave

- Examples: coffee shops, local businesses



Enhanced bus service and consolidated stops along W Broad St is proposed in the Mobility for All Modes chapter of the Comprehensive Plan

Bus Enhancement



West Broad Street POA

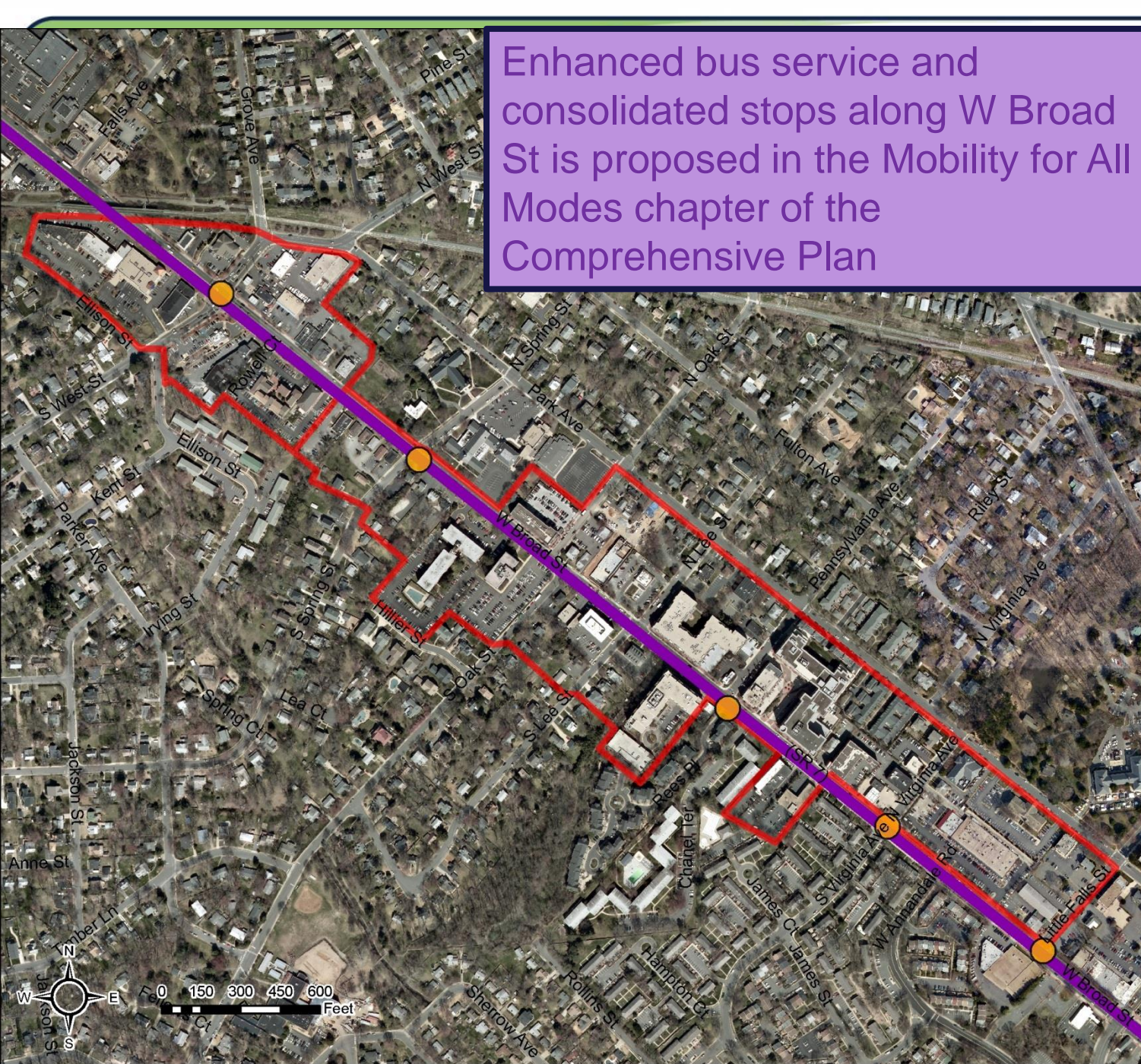


Consolidated Bus Stops

High Frequency Bus Service and Possible Future High Capacity Transit



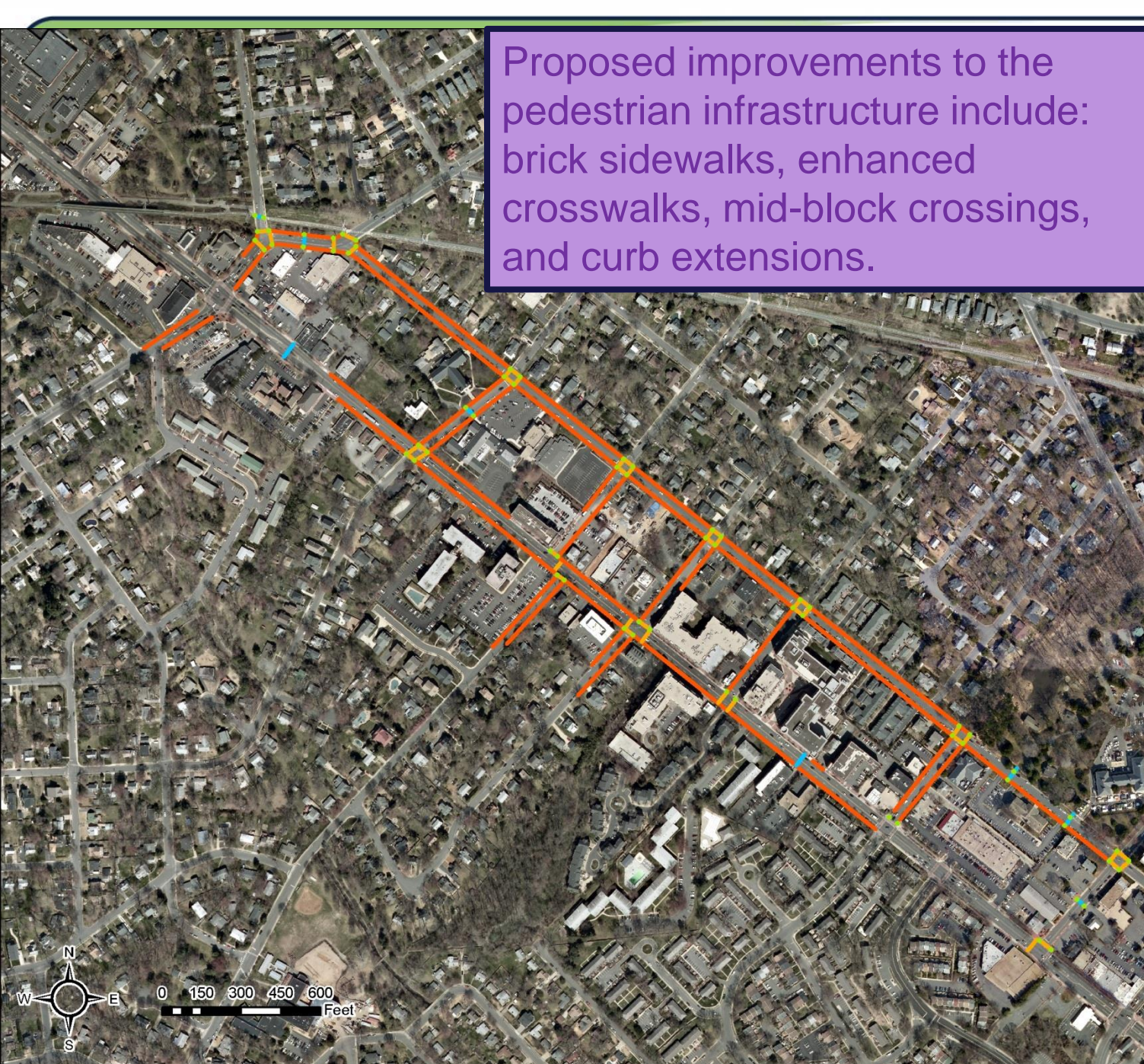
Map Based on 2013 Aerial Imagery for City of Falls Church



Proposed improvements to the pedestrian infrastructure include: brick sidewalks, enhanced crosswalks, mid-block crossings, and curb extensions.

Pedestrian Improvements

- Brick Sidewalk
- Brick Crosswalk
- Mid-Block Crosswalk
- Curb Extension
No curb extensions into West Broad Street



Map Based on 2013
Aerial Imagery for
City of Falls Church



Proposed bicycle improvements focus on stronger connections with the W&OD Trail including permanent sharrows and wayfinding along Park Avenue, and a rest area near N West St.

Bicycle Improvements



West Broad Street POA



Existing City Bike Route



W&OD Trail



Bicycle Wayfinding & Sharrows Project








Proposed W&OD Rest Area / Plaza

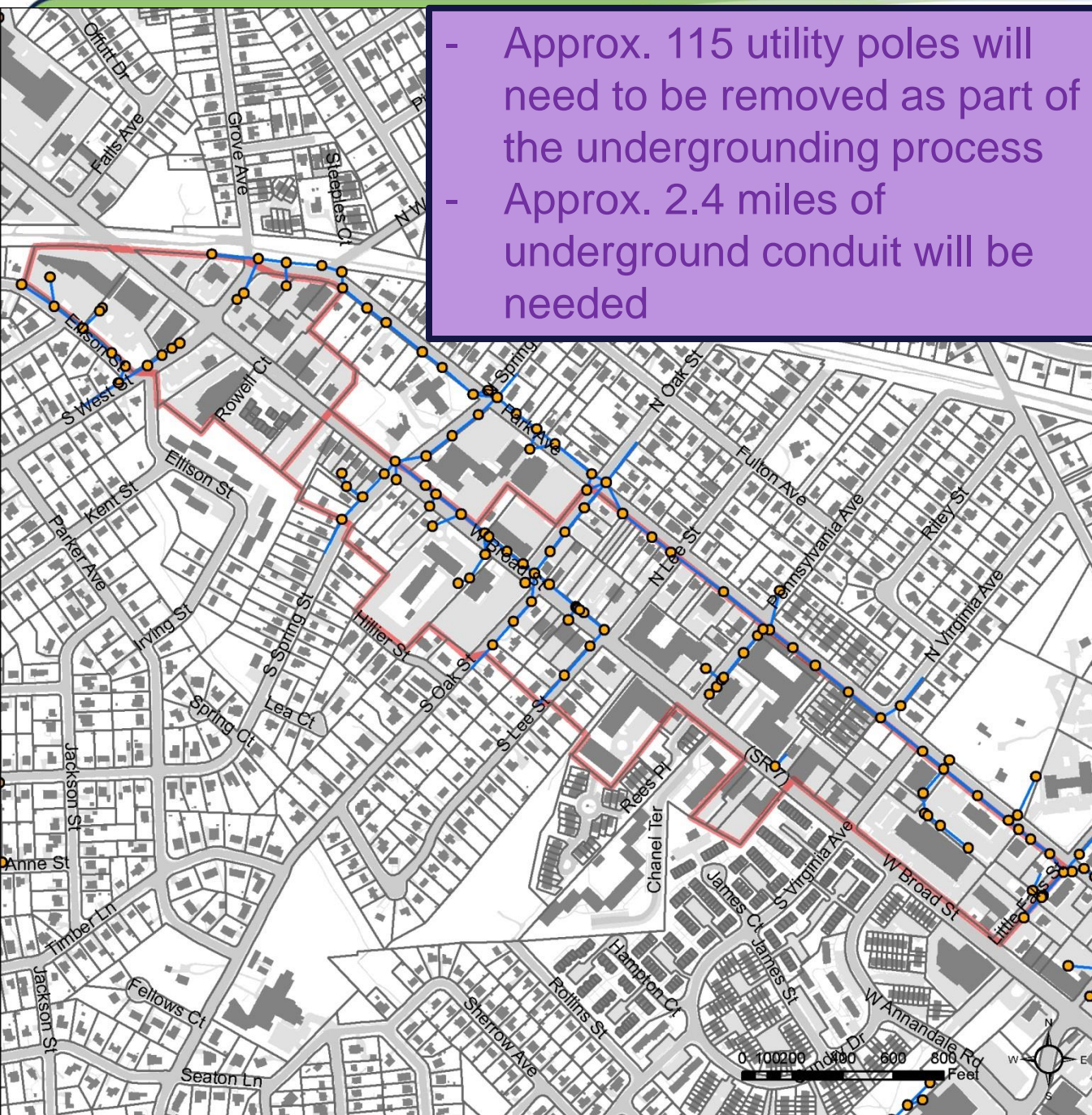
Map Based on 2013 Aerial Imagery for City of Falls Church



- Approx. 115 utility poles will need to be removed as part of the undergrounding process
- Approx. 2.4 miles of underground conduit will be needed

Overhead Utilities

-  West Broad Street POA
-  Parcel
-  Building
-  Utility Pole to be Undergrounded
-  Utility Lines to be Undergrounded



West Street Station

Aesthetic

- Park Avenue anchor feature – “Great Street”
- Features historic architecture of Falls Church
- Gardens, special paving, lighting, and streetscape

Informational

- Map of the area
- Wayfinding signs
- Local History Room
- Meeting room for local groups
- WiFi Hotspot

Rest

- Restrooms
- Concessions / Store
- Bike Repair
- Benches
- Water Fountains

Purcellville



Herndon



Vienna



**Improved
West End Park**

**West Train Station
Rest Stop & History Room**

**Public Plaza
Aligned with Park Ave**

W&OD Trail

Bikeshare

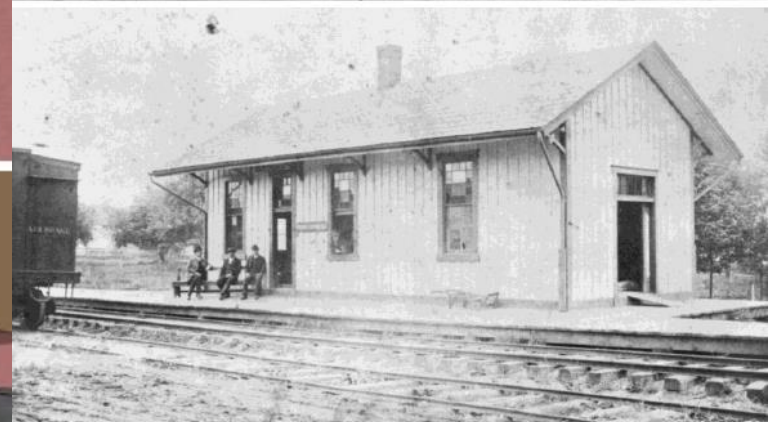
W&OD Trail

N West St

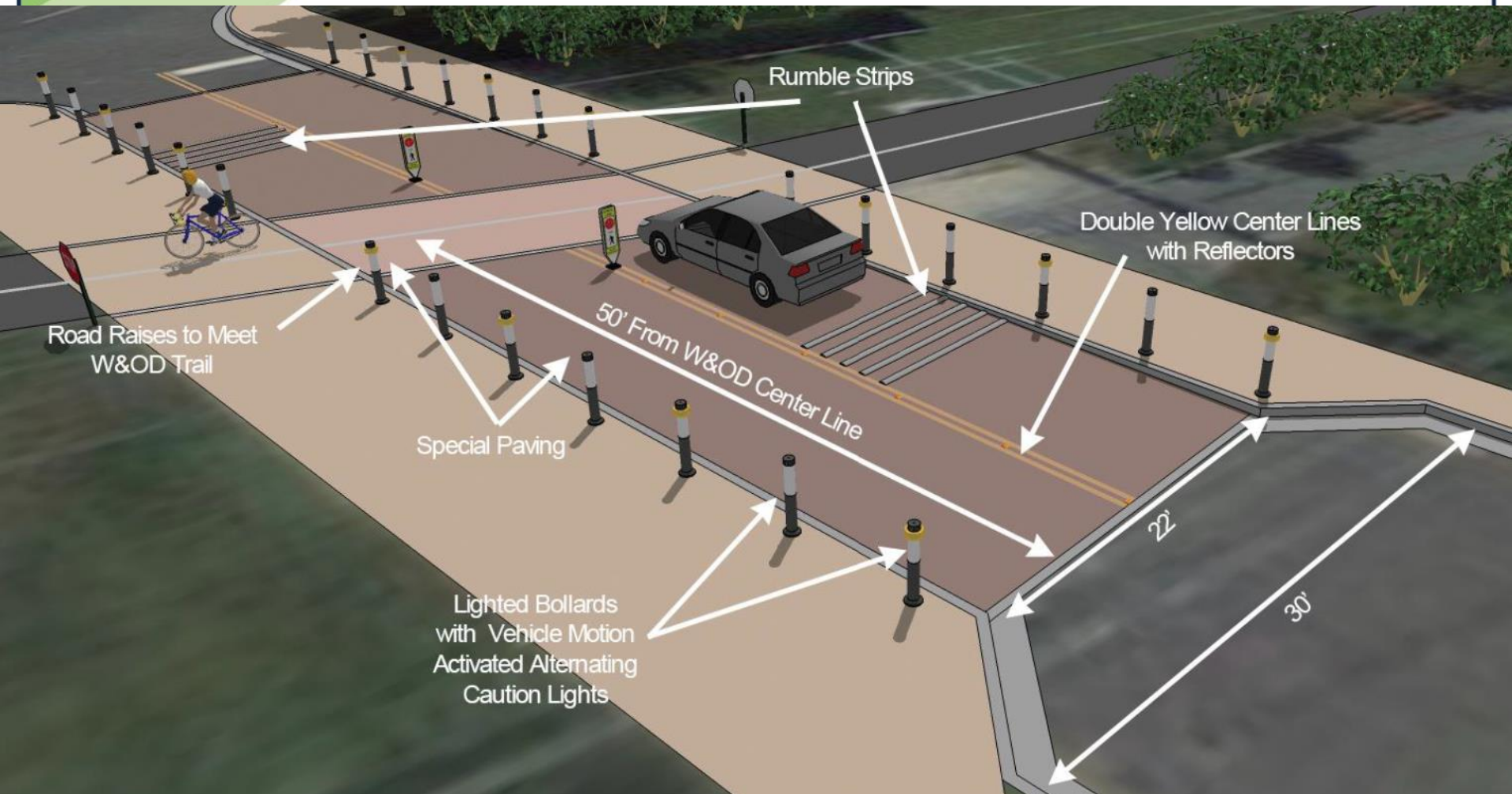
Park Ave

W Broad St

Proposed New Development



Improved W&OD Road Crossing Concept at Grove Ave



Improved W&OD Road Crossing Concepts

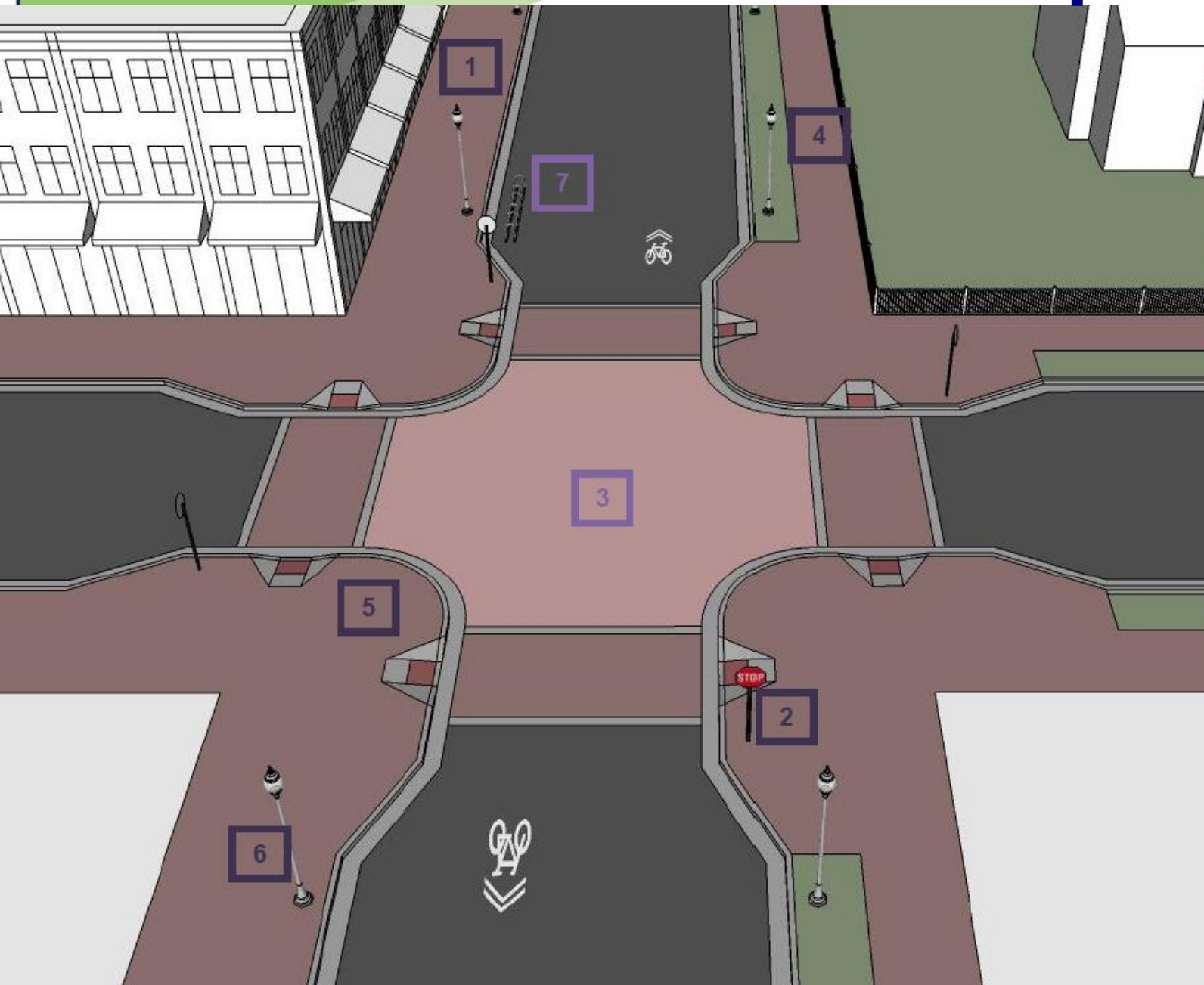


West Broad Street Concept



- 1: Complete crosswalks
- 2: 11' travel lanes
- 3: HAWK Signal at mid-block crossings
- 4: 20' building setback
- 5: Wayfinding signage
- 6: Bicycle racks
- 7: Curb extensions on all minor intersecting side streets

Park Avenue Concept



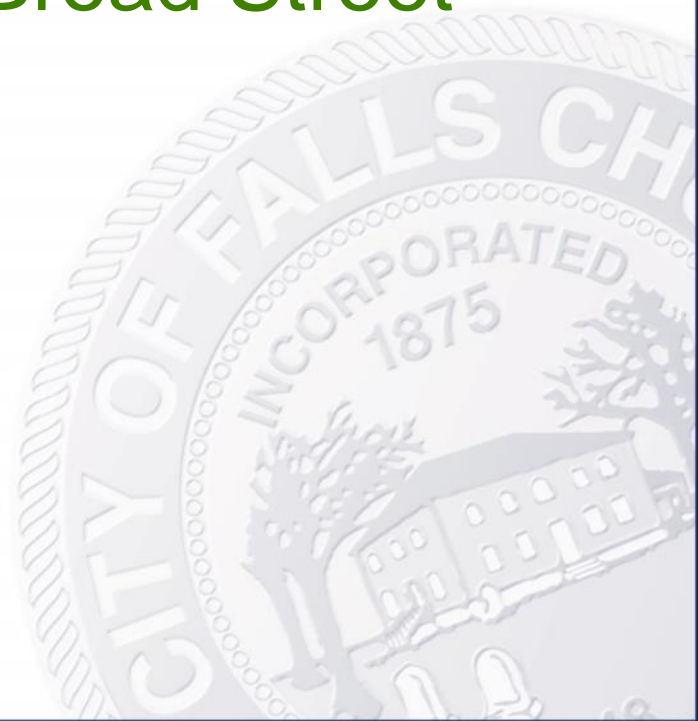
- 1: 14 foot min. setback for commercial development
- 2: 4-way stops at all intersections
- 3: Complete crosswalks and special intersection design treatment at all intersections
- 4: Sidewalks on both sides of the street
- 5: Curb extensions at all intersections
- 6: Pedestrian scale lighting
- 7: Bicycle corrals

Follow-Up Items

- W Broad St Streetscape Standards update
- Creation of streetscape standards for Park Avenue
- Streamline rezoning of residential to commercial upon redevelopment within the POA
- Consolidate surface parking lots to reduce curb cuts.

Comments / Feedback

- Please provide comments and feedback regarding the draft West Broad Street POA Small Area Plan



Next Steps

- Today, February 2, 2015
 - Planning Commission Worksession
- February 21, 2015
 - Second Community Meeting
- March 2015
 - Referral to Boards and Commissions
- June 2015
 - Adoption by City Council

